

CONSUMER & BRAND

# Book stores: Books-A-Million shoppers in the United States



# Global Consumer Survey Brand Report

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Books-A-Million shoppers in the United States: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Books-A-Million shoppers in the United States ("brand users") against U.S. book store shoppers in general ("category users"), and the overall U.S. online, labelled as "all respondents" in the charts.

The report is updated quarterly and based is on data from the Statista Global Consumer Survey, an international survey that covers more than 11,500 brands across 56 countries.

### Global Consumer Survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including the United States)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year



## CHAPTER 01

# Management summary

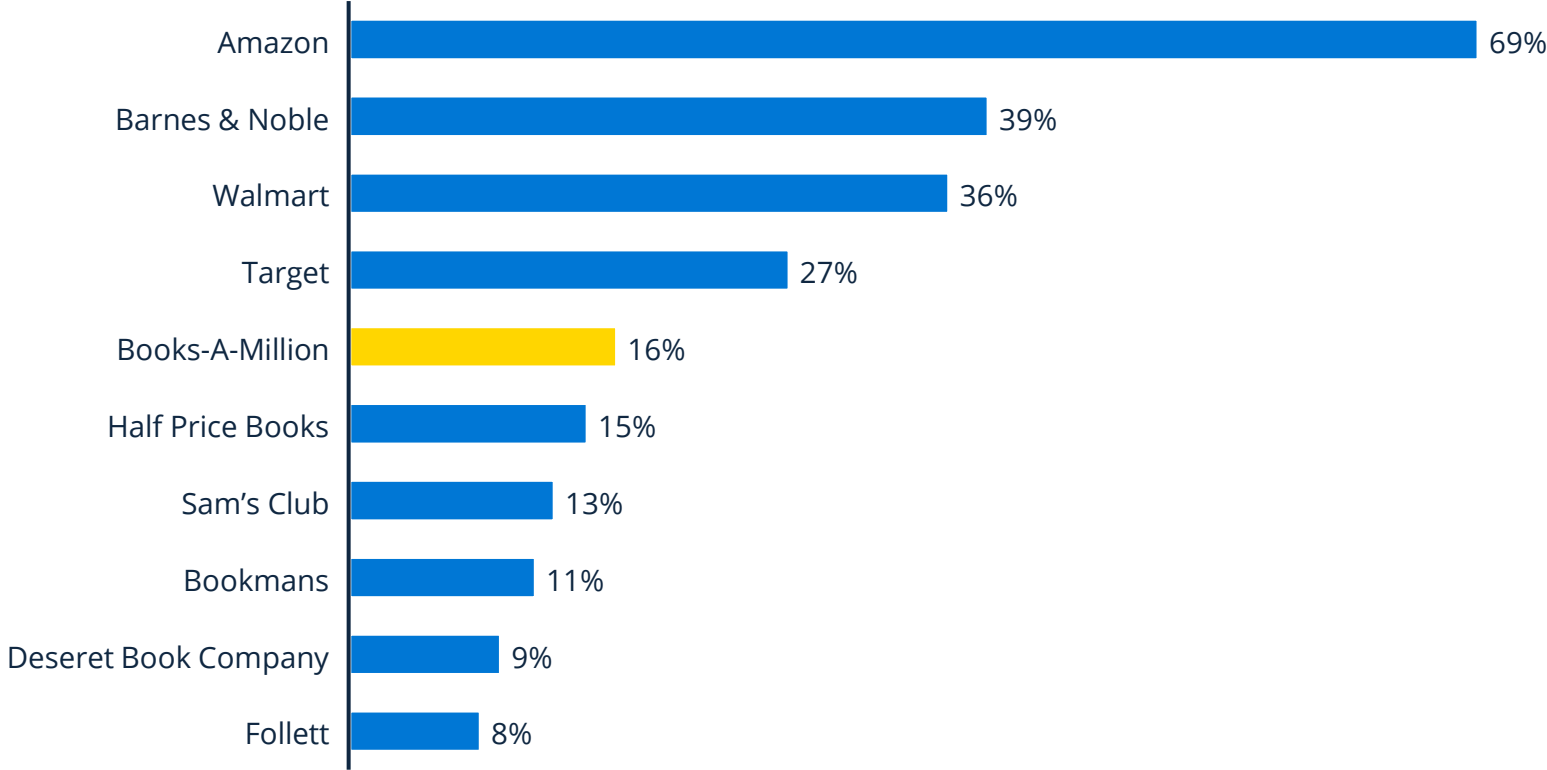
- Brand usage
- Key insights



# With a user share of 16%, Books-A-Million is one of the top 5 book stores

Management summary: brand usage

## Top 10 most used book stores in the U.S.



4 Notes: "Where have you purchased printed books in the past 12 months (in-store or website)?" Multi Pick; Base: n=2,740 book store shoppers

Sources: Statista Global Consumer Survey as of May 2022

# Books-A-Million shoppers in the United States

Management summary: key insights

## Demographic profile

Books-A-Million has a higher share of 18 - 29 year old shoppers than other book stores.

Compared to other book stores, Books-A-Million has a relatively high share of male shoppers.

Books-A-Million has a larger share of shoppers with a high income than other book stores.

Books-A-Million shoppers are more likely to live in cities and urban areas than book store shoppers in general.

## Consumer lifestyle

Career advancement is more important to Books-A-Million shoppers than to other book store shoppers.

26% of Books-A-Million shoppers are innovators or early adopters of new products.

## Consumer attitudes

It stands out that 49% of Books-A-Million shoppers prefer digital content as it is easier to manage.

42% of Books-A-Million shoppers think that health & social security are issues that need to be addressed.

Compared to other book store shoppers, Books-A-Million shoppers tend to have more right leaning political views.

## Marketing touchpoints

Books-A-Million shoppers access the internet via a smartwatch more often than the average book store shopper.

On social media, Books-A-Million shoppers interact with companies more often than other book store shoppers.

Books-A-Million shoppers tend to read newspapers more often than book store shoppers in general.



## CHAPTER 02

# Demographic profile

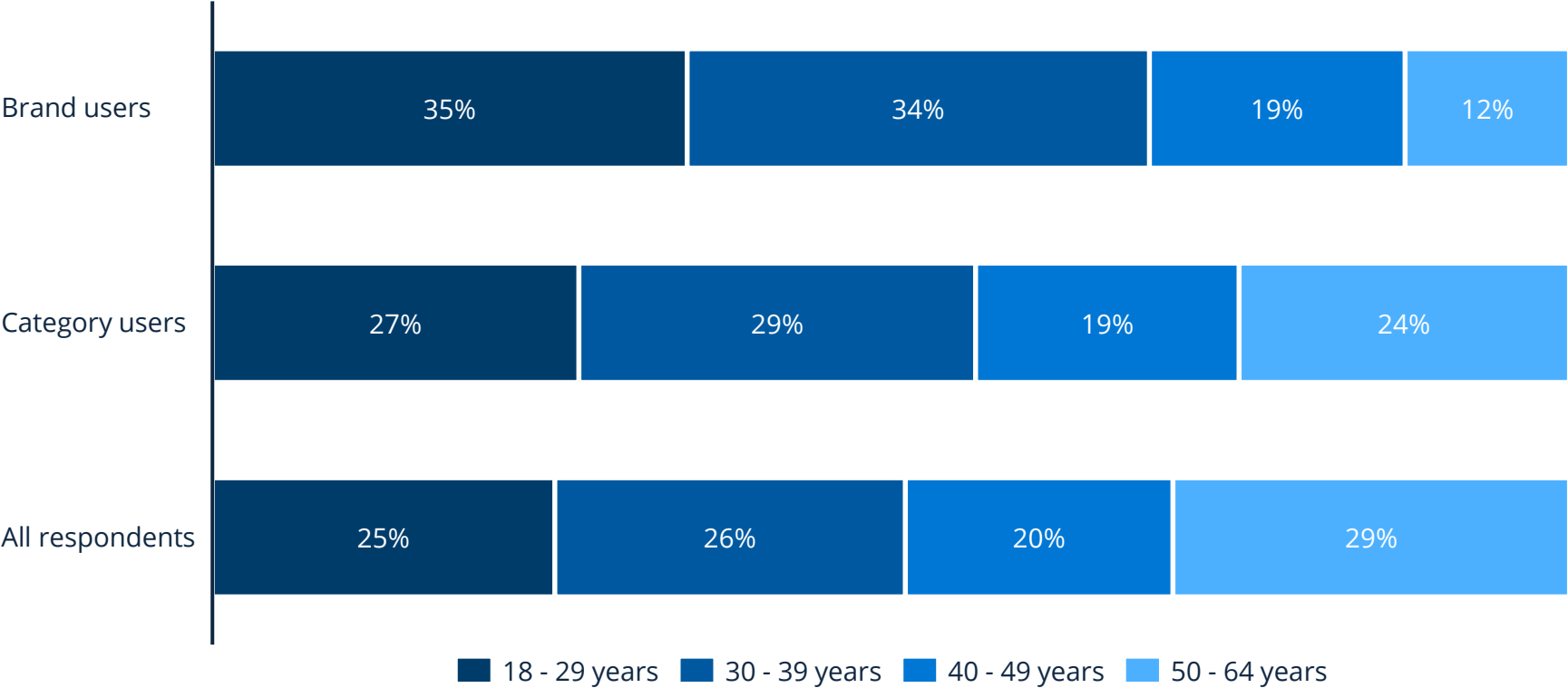
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Books-A-Million has a higher share of 18 - 29 year old shoppers than other book stores

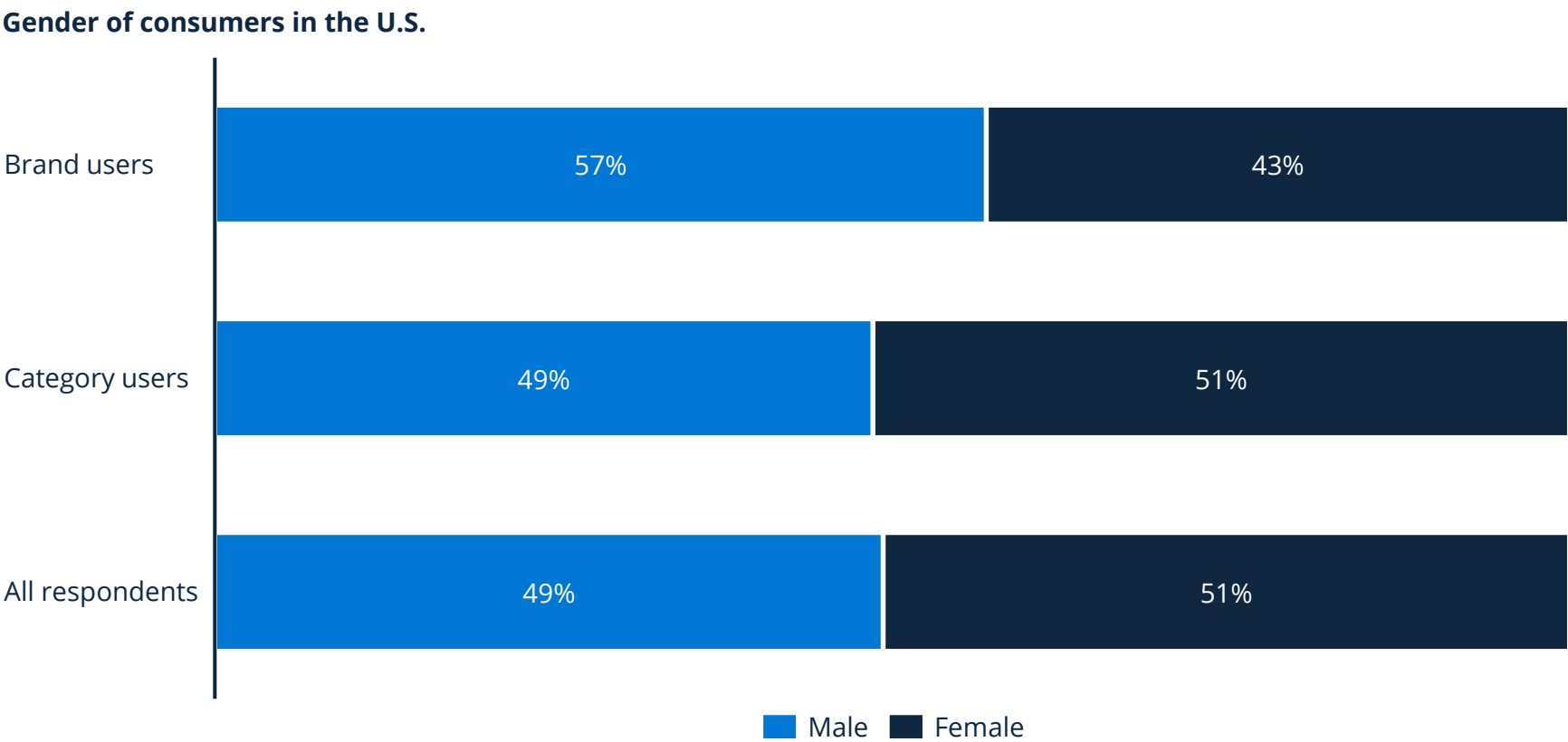
Demographic profile: life stages

## Age of consumers in the U.S.



# Compared to other book stores, Books-A-Million has a relatively high share of male shoppers

Demographic profile: gender

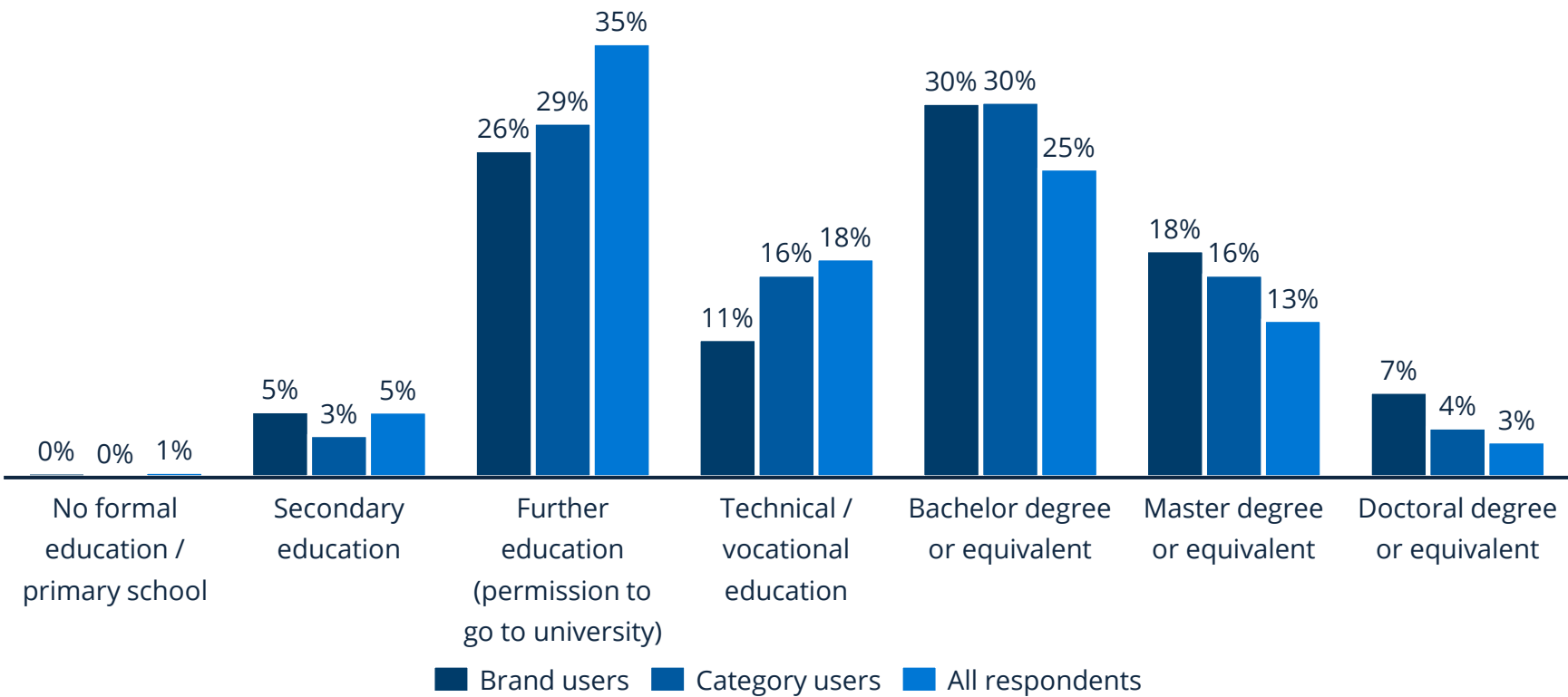




# 56% of Books-A-Million shoppers have a college degree

Demographic profile: education

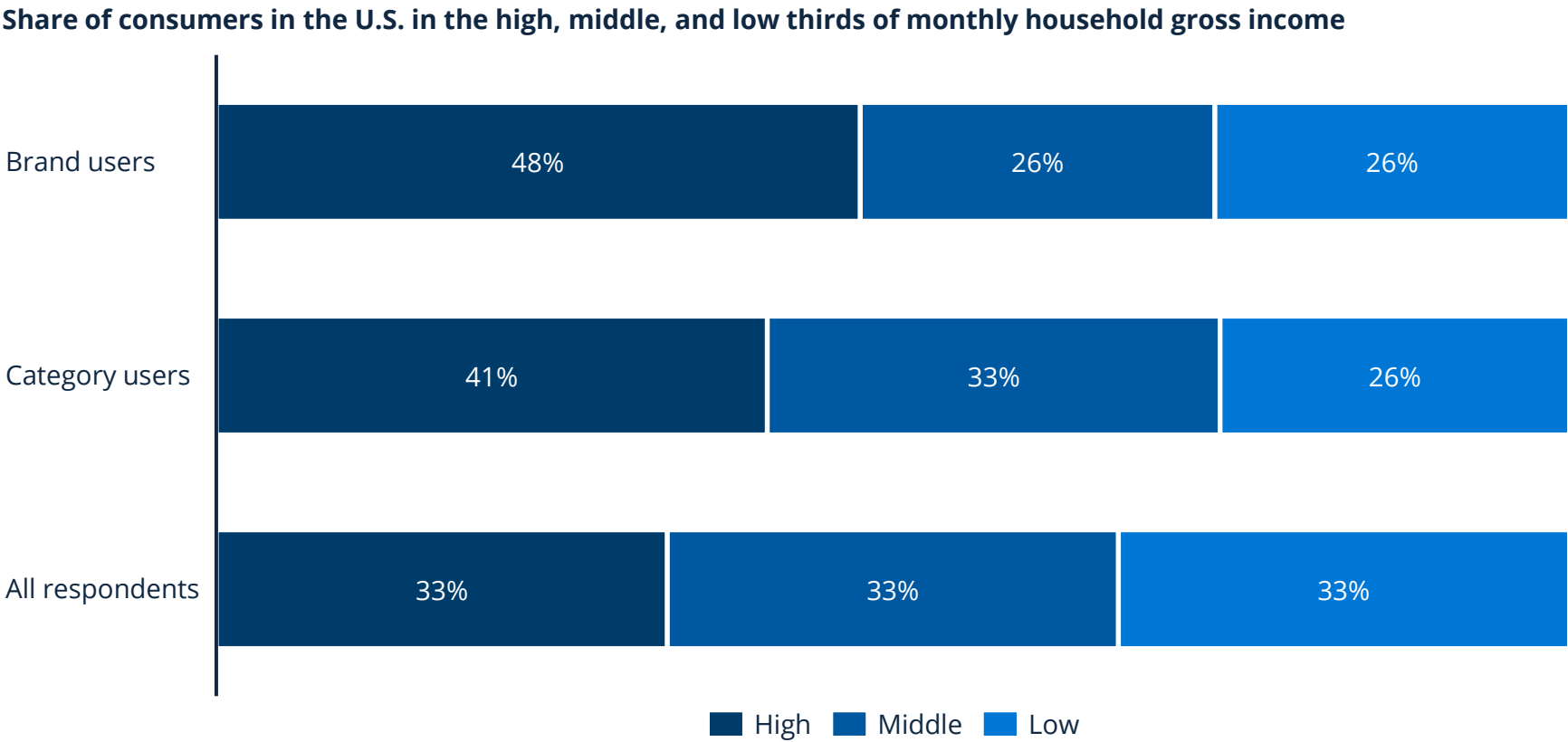
Consumer's level of education in the U.S.



9 | **Notes:** "What is the highest level of education you have completed?"; Single Pick; "Where have you purchased printed books in the past 12 months (in-store or website)?"; Multi Pick; Base: n=446 Books-A-Million shoppers, n=2,740 book store shoppers, n=45,650 all respondents  
**Sources:** [Statista Global Consumer Survey](#) as of May 2022

# Books-A-Million has a larger share of shoppers with a high income than other book stores

Demographic profile: income

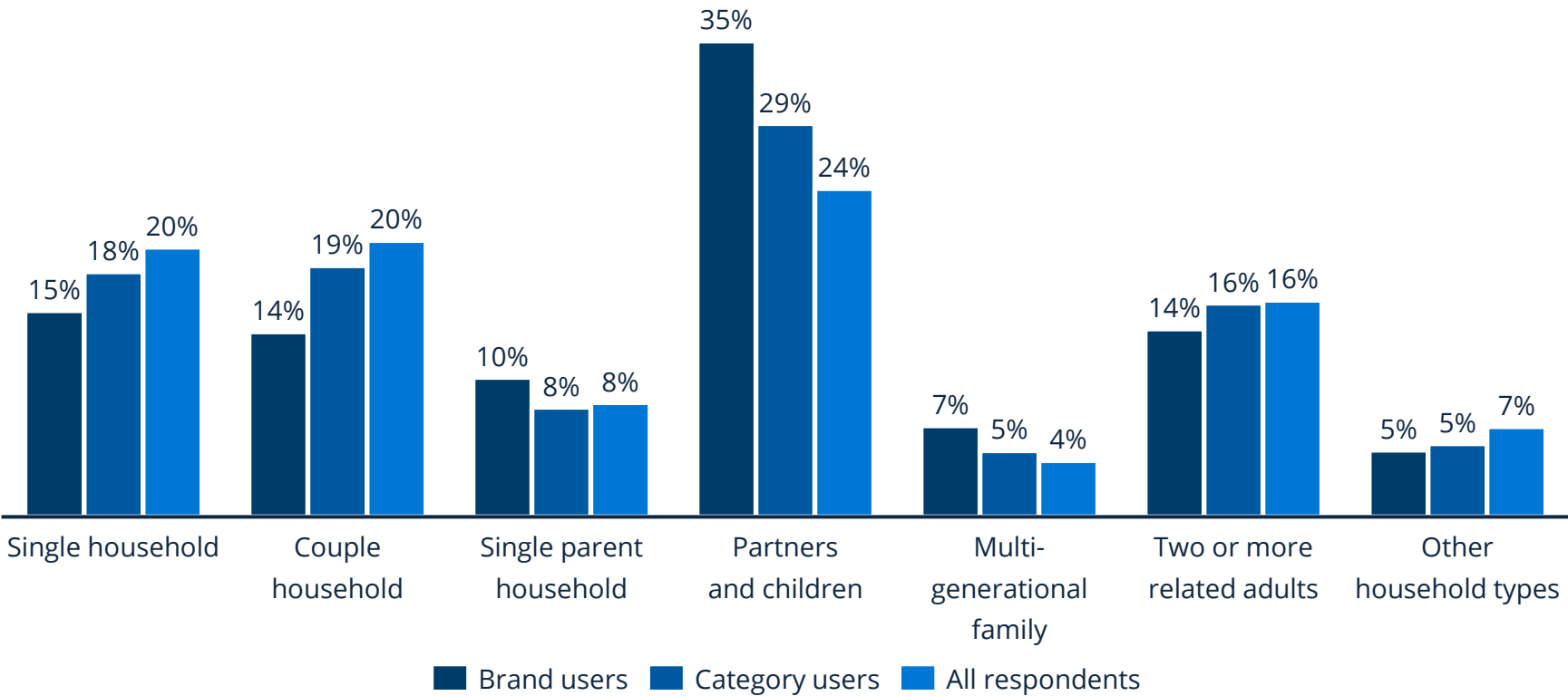


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Where have you purchased printed books in the past 12 months (in-store or website)?" Multi Pick; Base: n=446 Books-A-Million shoppers, n=2,740 book store shoppers, n=45,650 all respondents  
**Sources:** Statista Global Consumer Survey as of May 2022

# Compared to other book store shoppers, Books-A-Million shoppers are relatively likely to live in a household of partners and children

Demographic profile: household classification

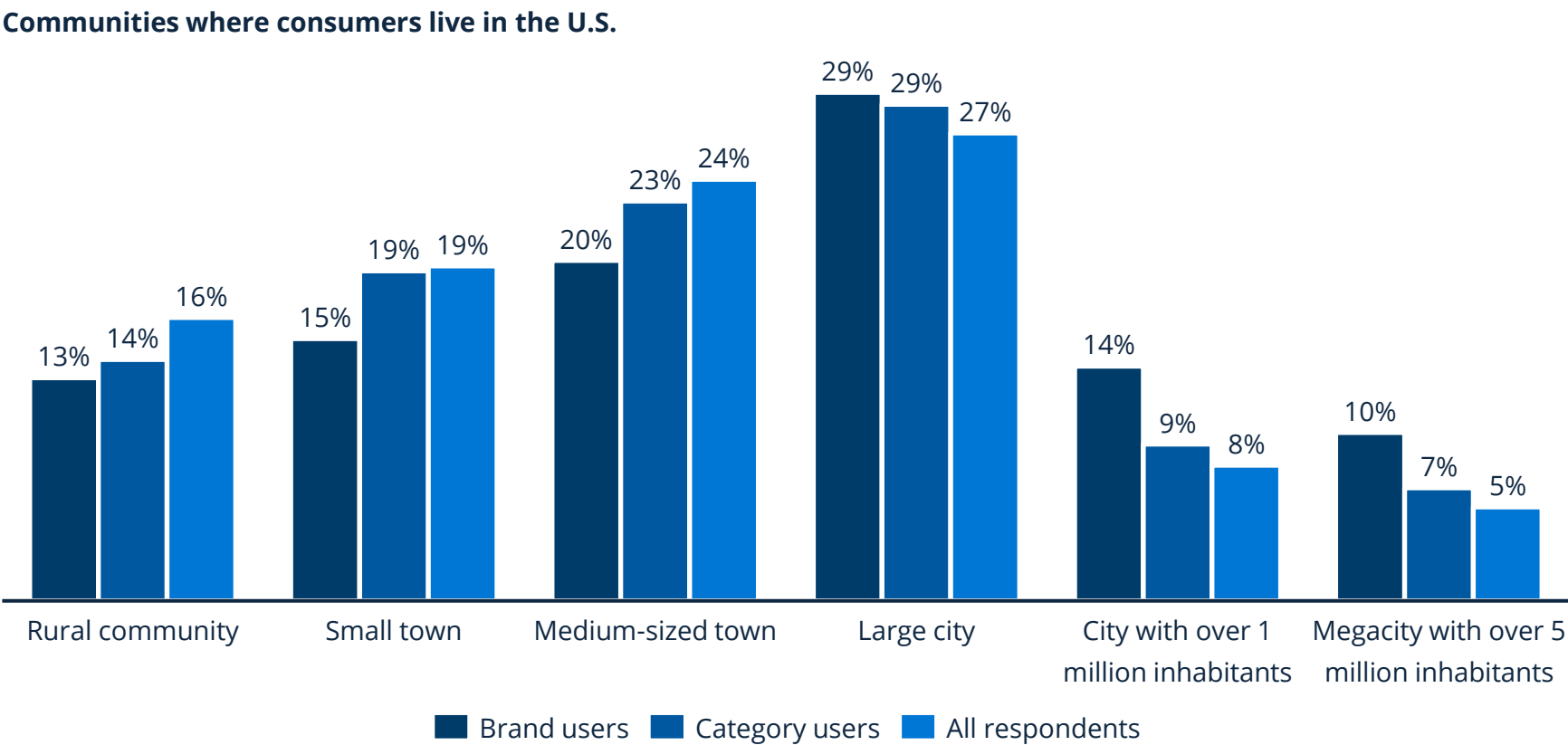
Type of households in which consumers in the U.S. live





# Books-A-Million shoppers are more likely to live in cities and urban areas than book store shoppers in general

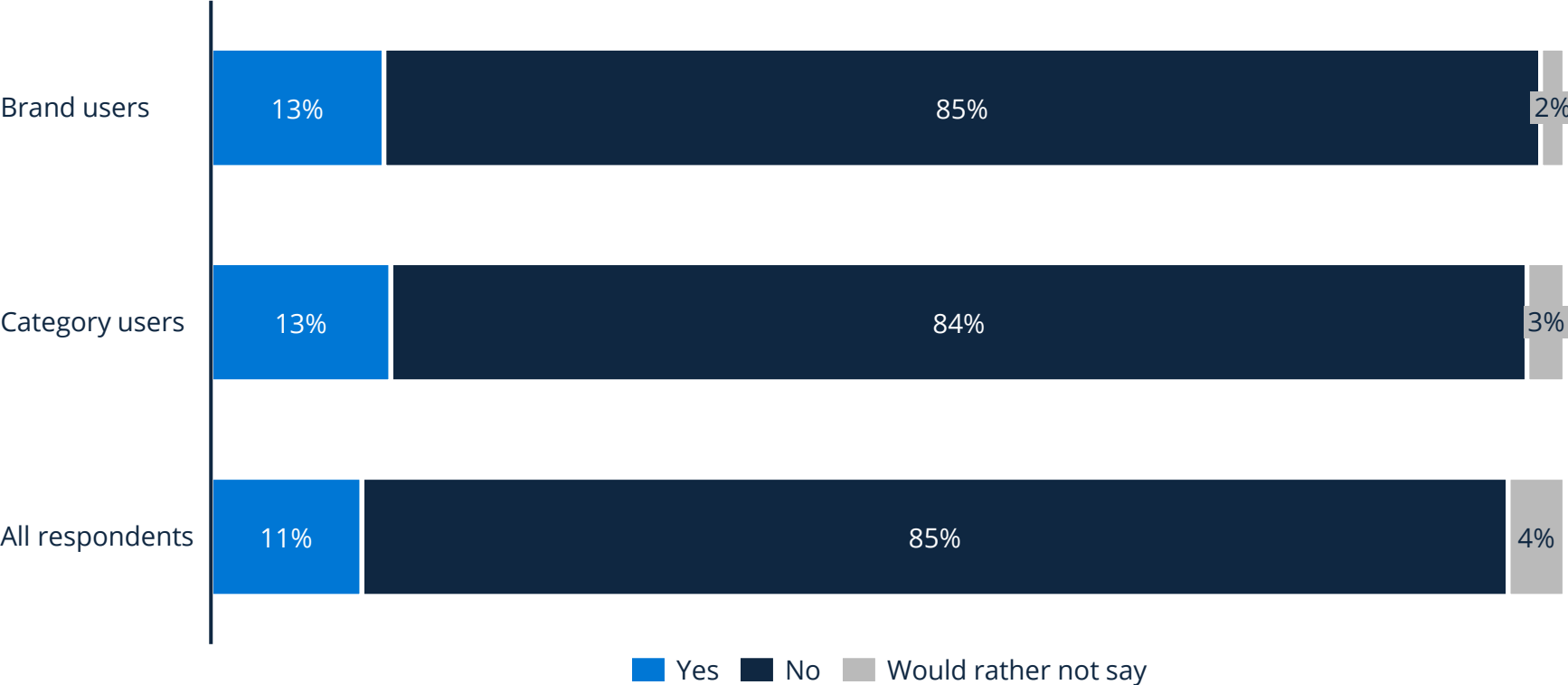
Demographic profile: type of community



# 13% of Books-A-Million shoppers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the U.S.



## CHAPTER 03

# Consumer lifestyle

- Life values
- Hobbies & leisure activities
- Main interests
- Innovation

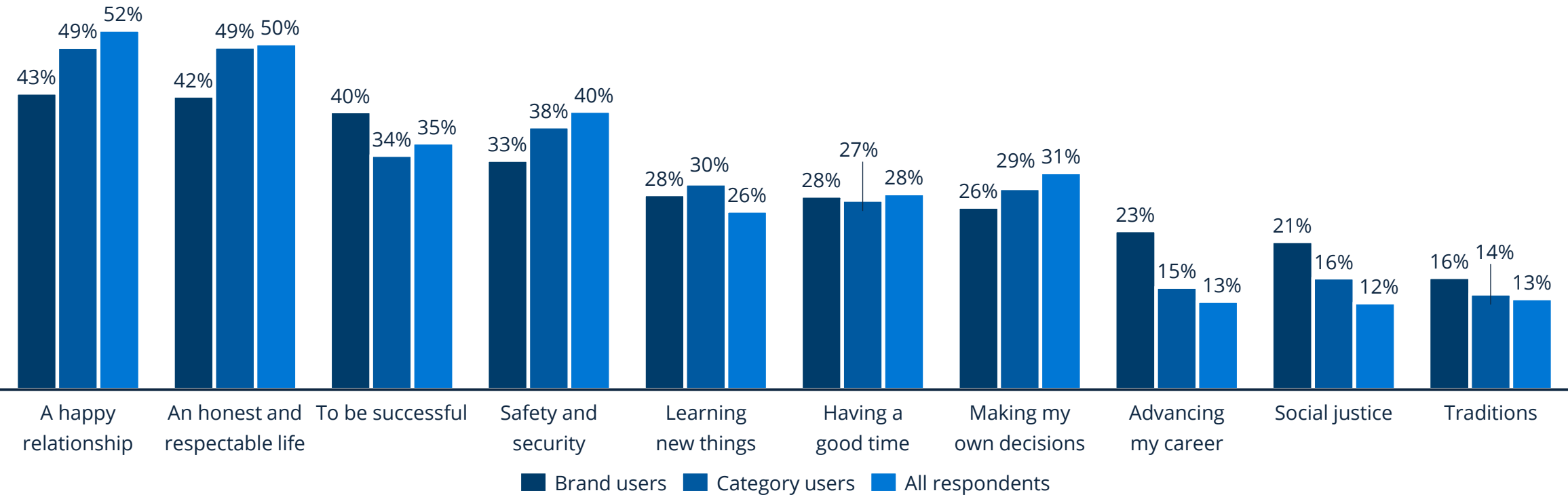




# Career advancement is more important to Books-A-Million shoppers than to other book store shoppers

Consumer lifestyle: life values

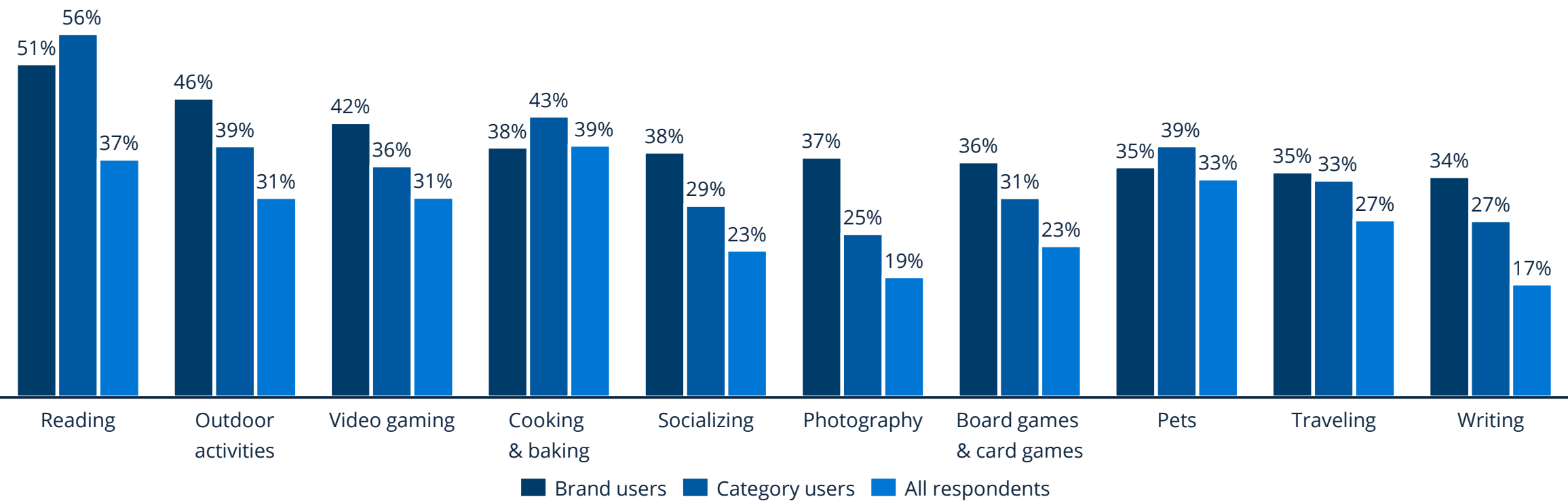
Most important aspects of life for consumers in the U.S.



# Photography is a relatively popular hobby among Books-A-Million shoppers

Consumer lifestyle: hobbies & leisure activities

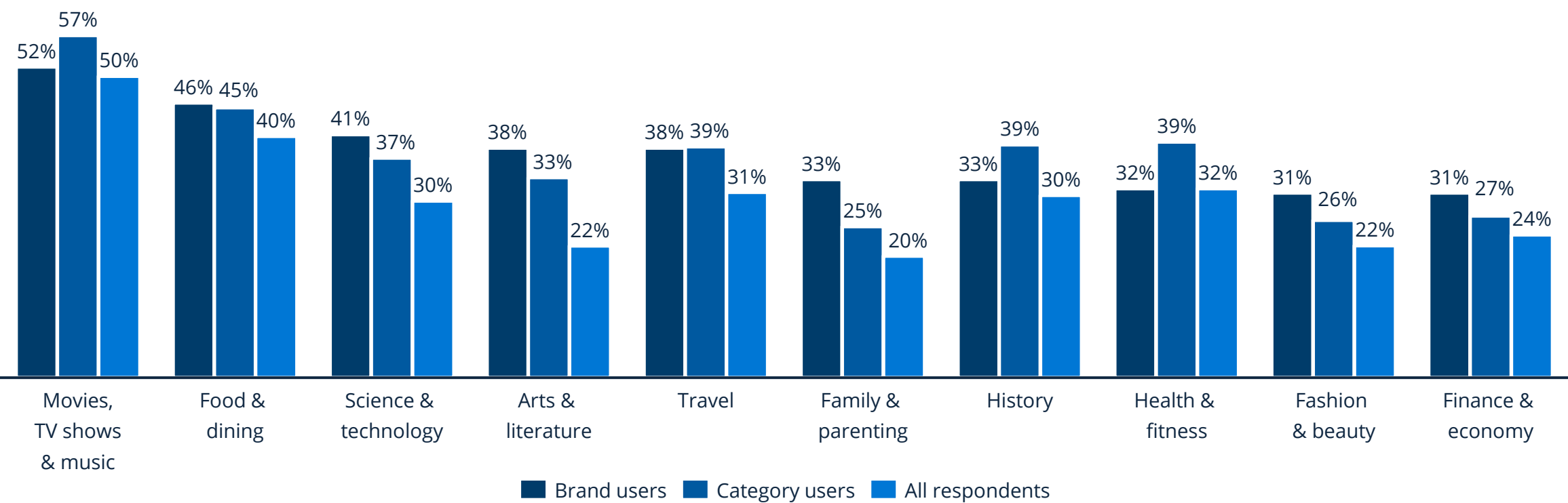
Top 10 hobbies and leisure activities of Books-A-Million shoppers in the U.S.



# Family and parenting are relatively prevelant interests for Books-A-Million shoppers

Consumer lifestyle: main interests

Top 10 interests of Books-A-Million shoppers in the U.S.



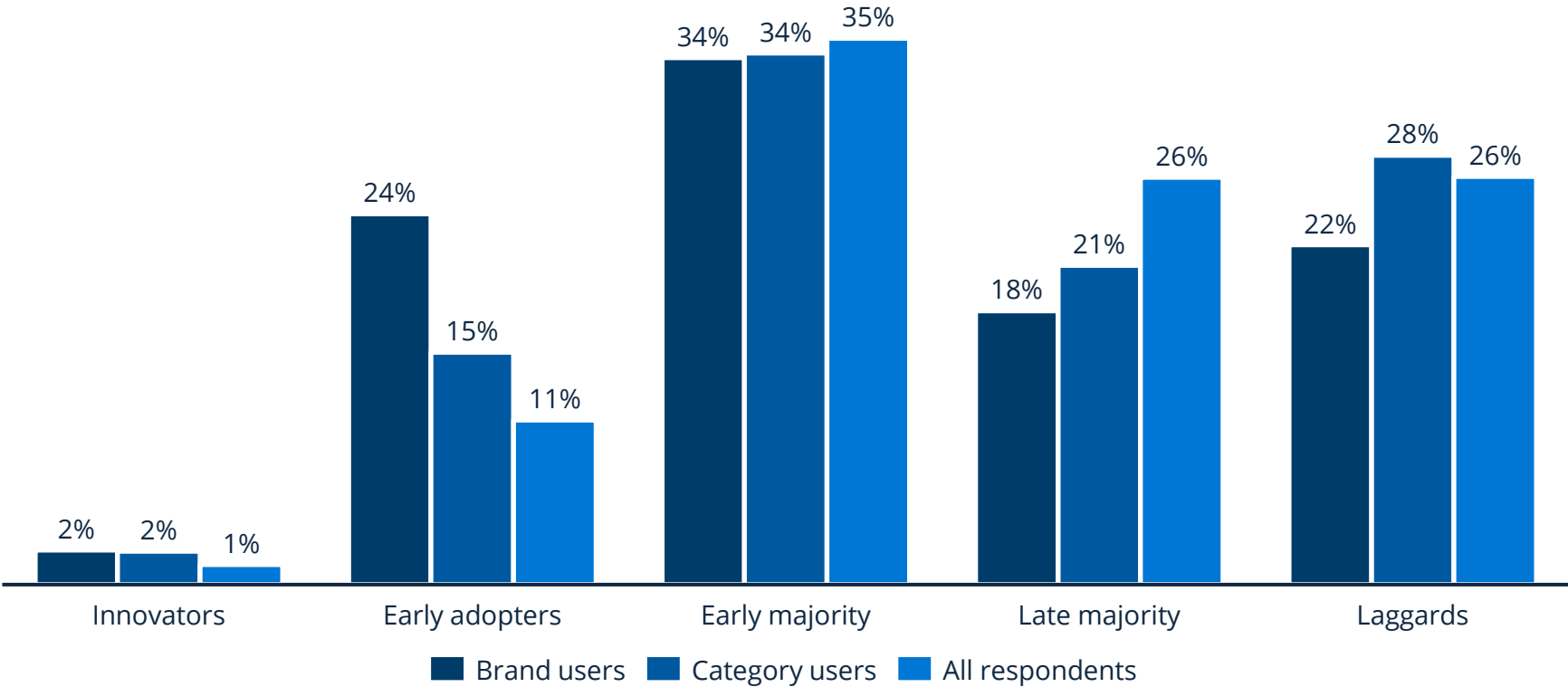


# 26% of Books-A-Million shoppers are innovators or early adopters of new products

Consumer lifestyle: innovation



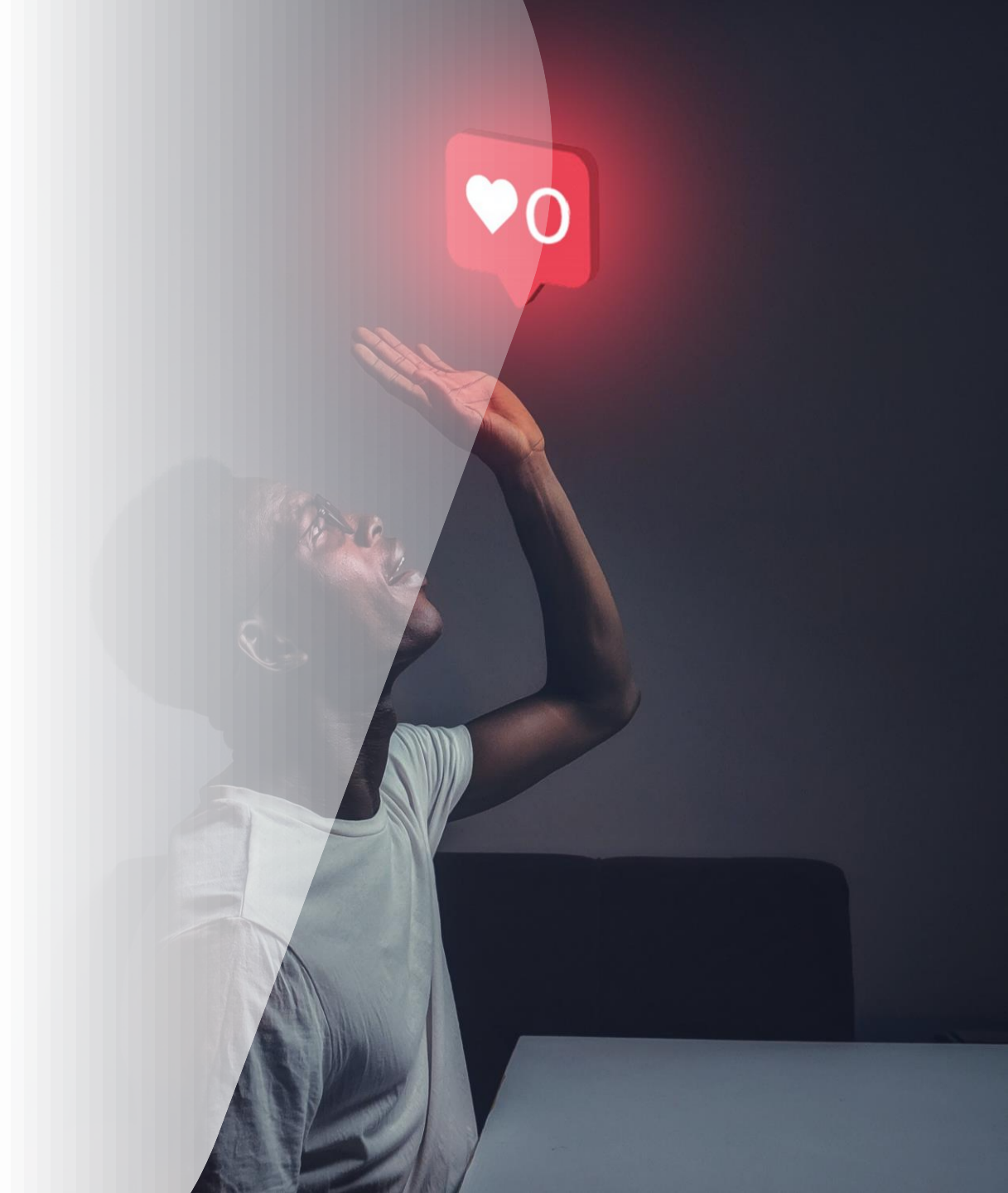
Innovation adopter types based on statements towards innovation by consumers in the U.S.



## CHAPTER 04

# Consumer attitudes

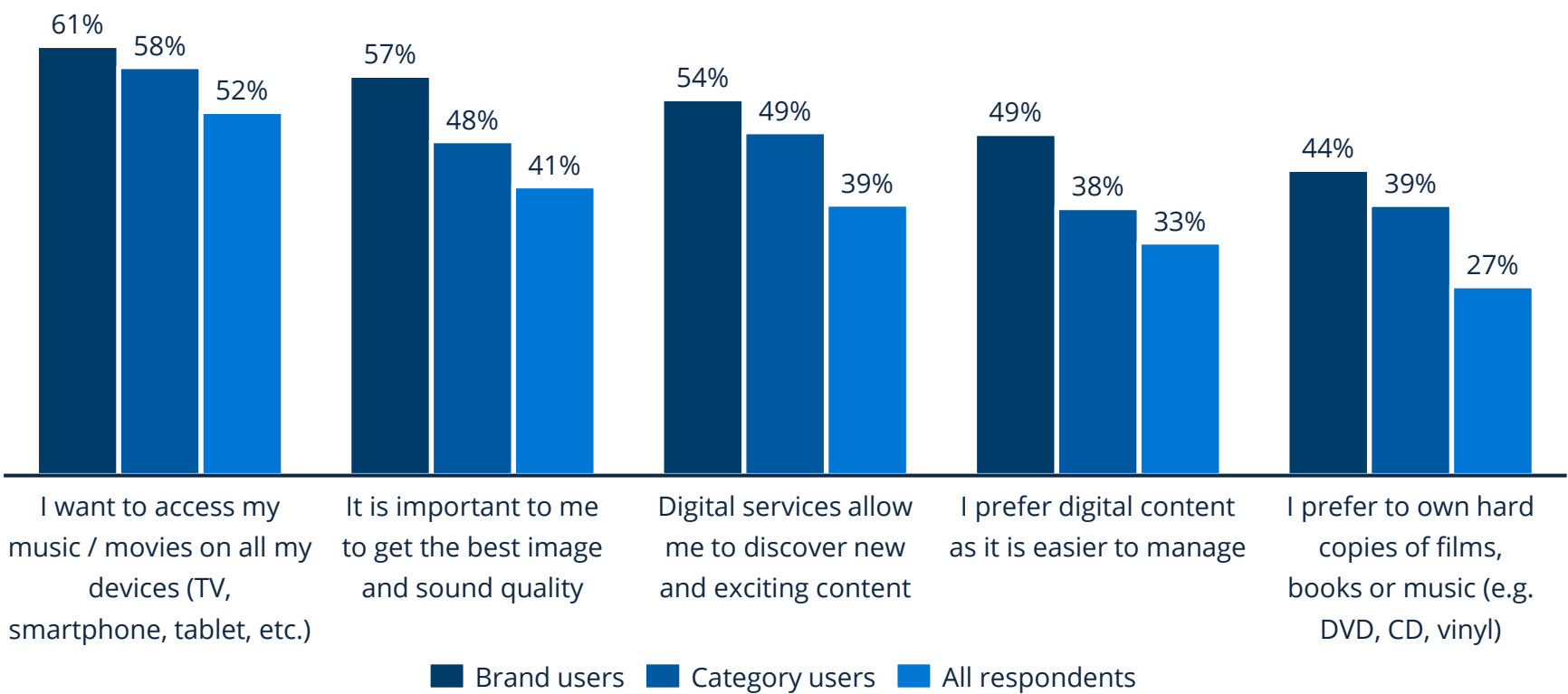
- Attitudes towards digital media
- Challenges facing the country
- Politics



# It stands out that 49% of Books-A-Million shoppers prefer digital content as it is easier to manage

Consumer attitudes: media & digital media

Agreement with statements towards media & digital media in the U.S.

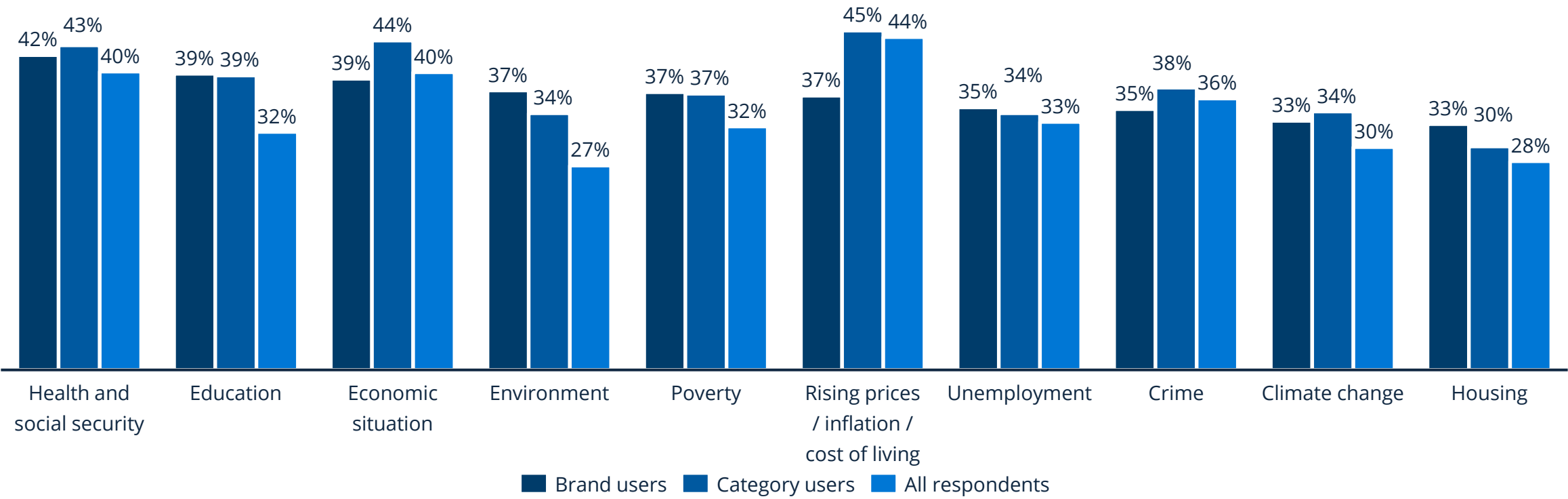




# 42% of Books-A-Million shoppers think that health & social security are issues that need to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing the United States according to Books-A-Million shoppers



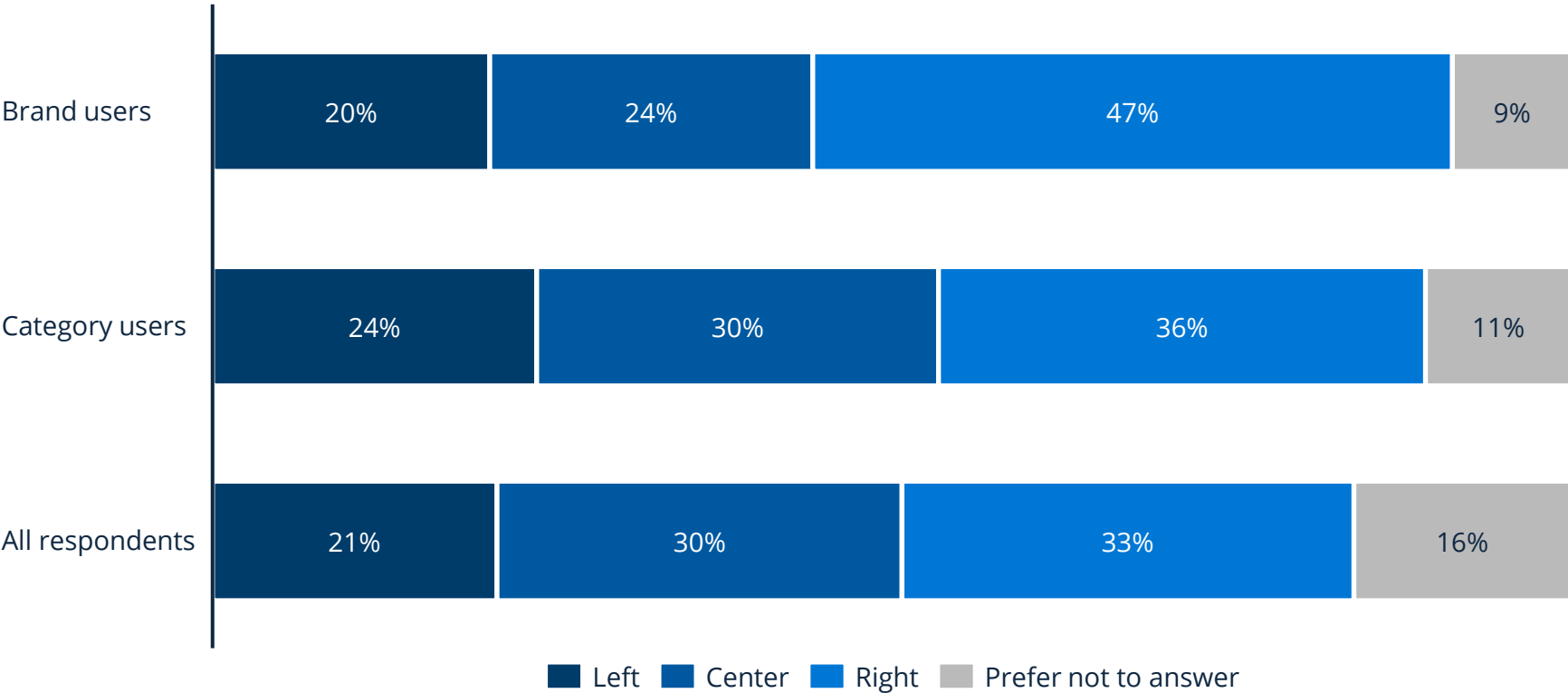
21 Notes: "What do you personally think are the most important issues in your country of residence that need to be addressed?"; Multi Pick; "Where have you purchased printed books in the past 12 months (in-store or website)?"; Multi Pick; Base: n=446 Books-A-Million shoppers, n=2,740 book store shoppers, n=45,650 all respondents  
Sources: Statista Global Consumer Survey as of May 2022

# Compared to other book store shoppers, Books-A-Million shoppers tend to have more right leaning political views

Consumer attitudes: politics



Political attitudes of consumers in the U.S.



## CHAPTER 05

# Marketing touchpoints

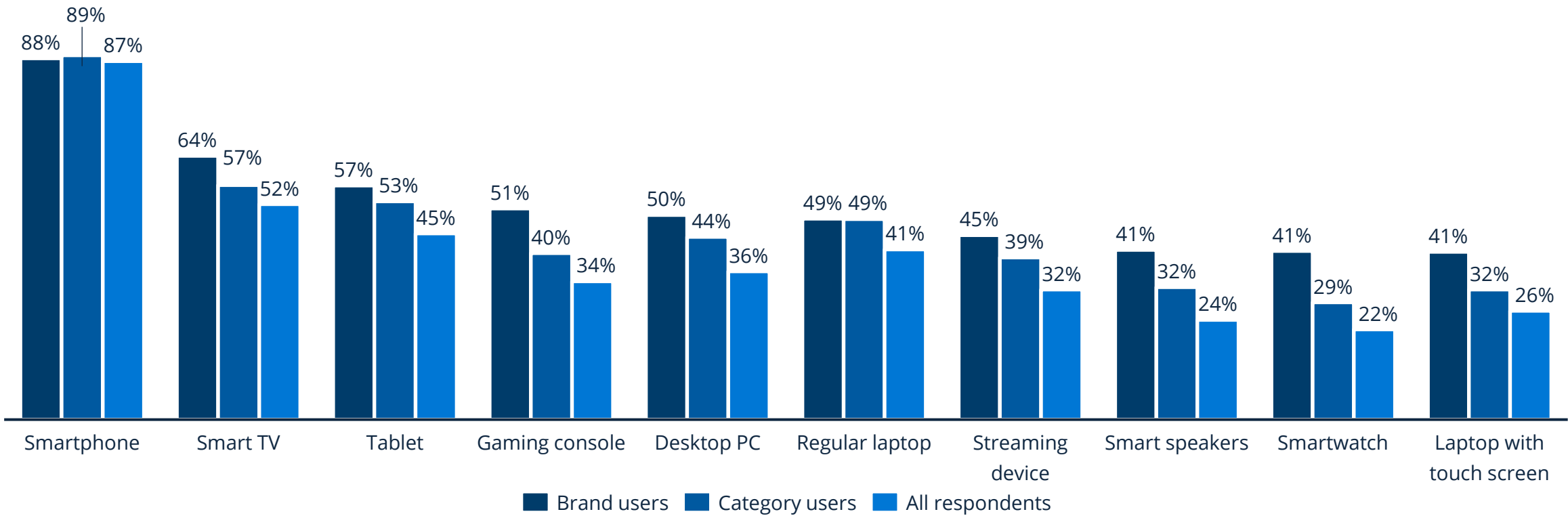
- Internet usage by device
- Social media usage
- Media usage
- Digital advertising touchpoints
- Non-digital advertising touchpoints



# Books-A-Million shoppers access the internet via a smartwatch more often than the average book store shopper

Marketing touchpoints: internet usage by device

Devices consumers in the U.S. use regularly to access the internet

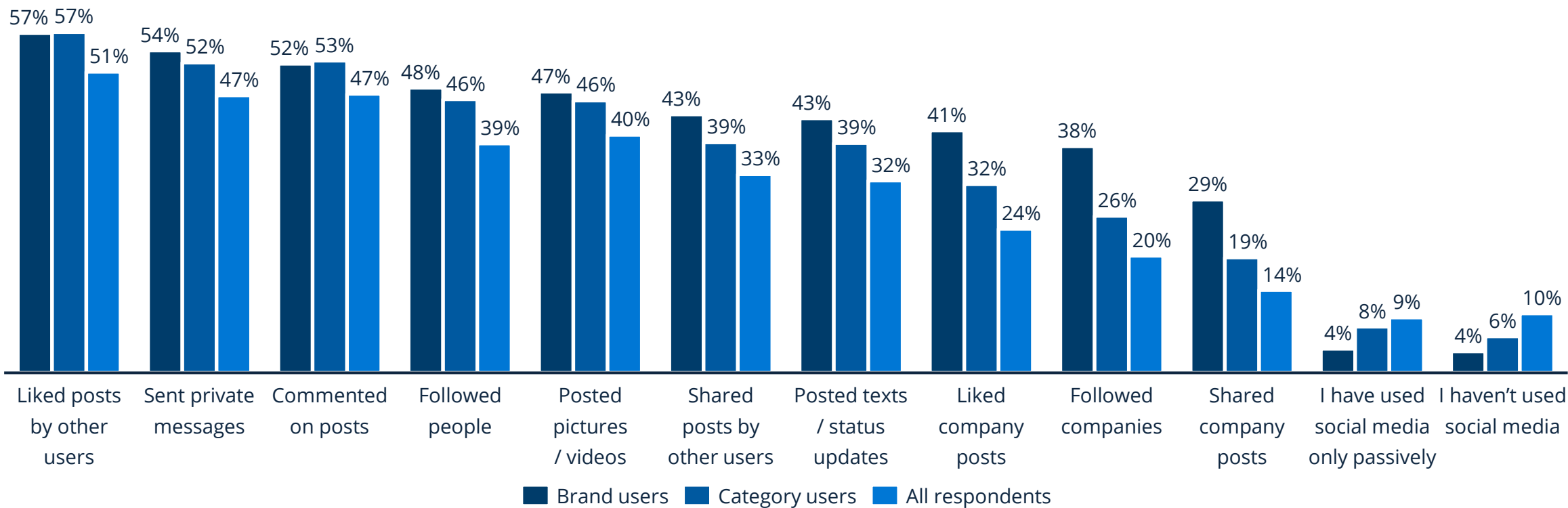




# On social media, Books-A-Million shoppers interact with companies more often than other book store shoppers

Marketing touchpoints: social media usage

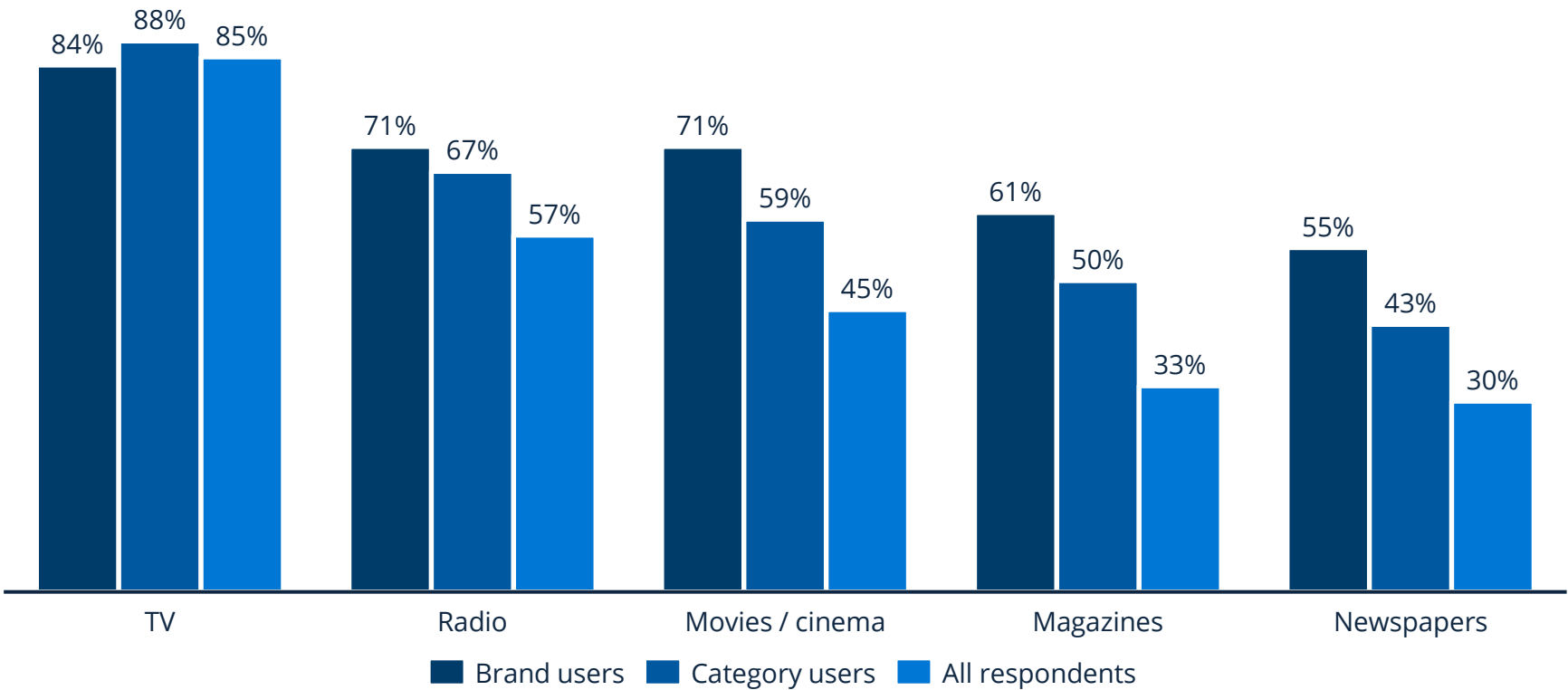
## Social media activities in the U.S. by type



# Books-A-Million shoppers tend to read newspapers more often than book store shoppers in general

Marketing touchpoints: traditional media usage

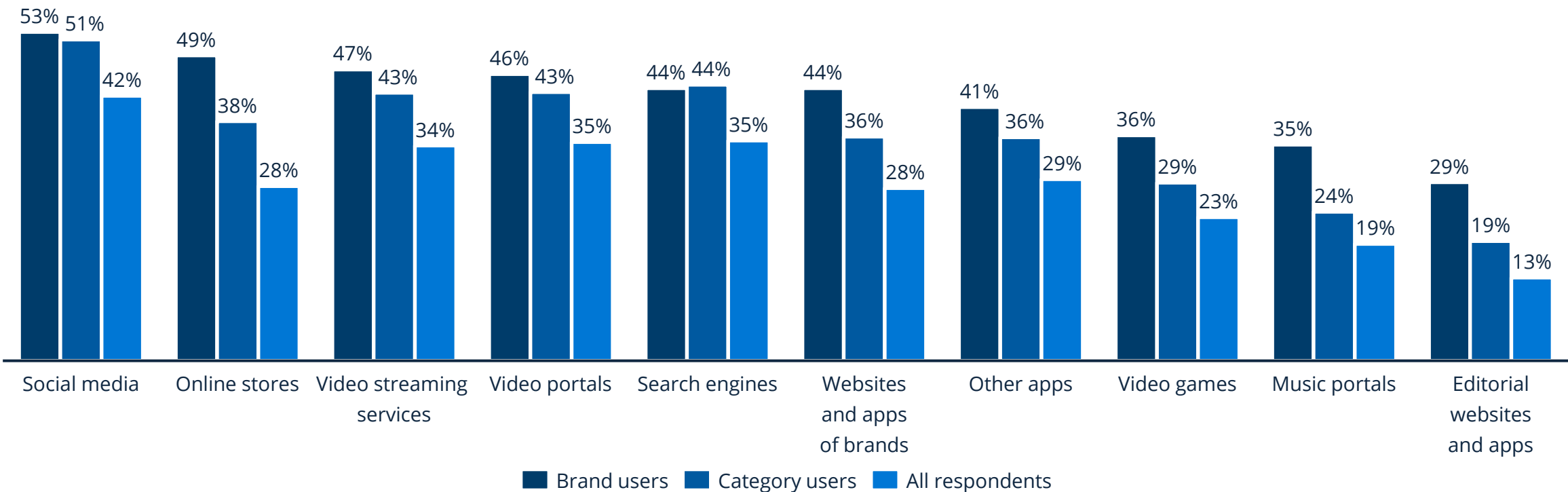
Type of media consumers in the U.S. have been using in the past 4 weeks



# Books-A-Million shoppers remember hearing ads on music portals and streaming services more often than other book store shoppers

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Books-A-Million shoppers in the U.S. have come across digital advertising in the past 4 weeks

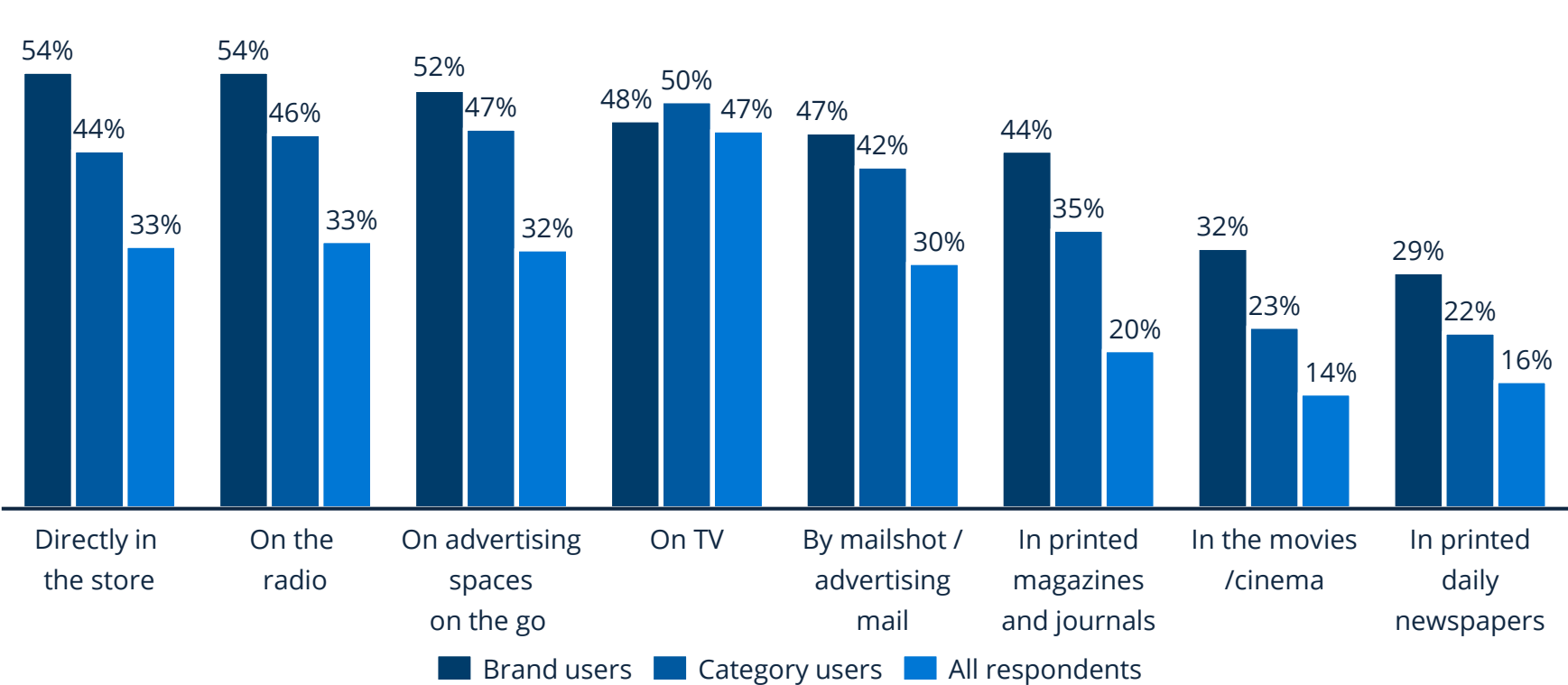


# Books-A-Million shoppers remember getting ads by mail more often than other book store shoppers

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks





## GLOBAL CONSUMER SURVEY 2022

# Understand what drives consumers

The Statista Global Consumer Survey offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. Our survey is designed to help marketers, planners, and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format

[Go to Global Survey](#)

Find out more on:  
[statista.com/global-consumer-survey](https://statista.com/global-consumer-survey)

The screenshot shows the Statista Global Consumer Survey website. The header includes the Statista logo and navigation links: Statistics, Reports, Outlooks, Company DB (marked NEW), Infographics, Services, and Global Survey. A search bar is on the right. The main heading is 'Welcome to the Global Consumer Survey' with a subtext 'Start exploring the different country and territory data sets, topics, and target groups.' and a 'Start your research' button. Below this is a horizontal menu with links: Overview, Getting started (active), Countries & Territories, Industries & Topics, Content Specials, Brand Reports, Releases, and Methodology. The 'GETTING STARTED' section is titled 'Learn how to use the tool' and includes a description: 'Our online tool allows you to explore different country and territory data sets, topics, and target groups. Click below to take part in a guided tour to show you all features of the Global Consumer Survey or request a webinar with one of our experts.' There are two buttons: 'Start the guided tour' and 'Request a webinar'. Below this are five statistics with icons: 1,700,000+ interviews (speech bubble icon), 56 countries & territories (globe icon), 3.4bn.+ represented consumers (people icon), 14,500+ international brands (shopping bag icon), and 50+ topics & industries (bar chart icon). A small inset image shows a sample of the survey data interface with a table and a chart.

**1,700,000+**  
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Jack Spearman studied Sociology at Kingston University, UK. After graduating, he worked at TNS and Ipsos Mori in project management and market research roles for over 7 years. Moving to Hamburg in 2016 he worked as a Patient Insight Manager, where he helped lead the development of the company's online survey offer.

Now at Statista, he is responsible for reporting and conducting in-depth surveys.

**Jan Gewiese**

Senior Research Manager

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Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

At Statista he is responsible for designing consumer studies, content automation, and brand research.

**Stefan Rau**

Research Manager

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Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

At Statista he is responsible for report and process automation. His area of expertise is data analysis using Python and SPSS.

**Melvin Liesen**

Junior Research Manager

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Melvin Liesen studied Socioeconomics at the University of Hamburg. During his studies he worked at FOM University of Applied Sciences for Economics and Management.

In his full-time role at Statista, he is responsible for brand research as well as report and process automation.